

CLAIM OR CLAIMS

1. An in-mold multi-panel label comprising:
 - a base panel having front and back surfaces;
 - an overlying panel having front and back surfaces;
 - a first adhesive layer adjacent to the back surface of the base panel;
 - a second adhesive layer located between the front surface of the base panel and the back surface of the overlying panel;
 - graphics or other information printed on the front surface of at least the overlying panel of the base and overlying panels;
 - the first adhesive layer including a heat-activated adhesive for adhering the base panel to a product or container in response to the exposure of the base panel to elevated temperature of molten material within the mold; and
 - the second adhesive layer having desired adhesive characteristics that are not adversely affected by transmissions of heat from the molten material through the base panel.
2. The label of claim 1 in which a release layer is also located between the front surface of the base panel and the back surface of the overlying panel.
3. The label of claim 2 in which the release layer is patterned so that the second adhesive layer forms a permanent bond between a first overlapping area located between the base and overlying panels and forms a temporary bond between a second overlapping area located between the base and overlying panels.
4. The label of claim 3 in which the overlying panel has a periphery and a first portion of the periphery is within the second overlapping area so that the overlying panel can be peeled away from the base panel for revealing graphics or other information printed on the front surface of the base panel.

5. The label of claim 3 in which the overlying panel is perforated within the second overlapping area so that the overlying panel can be separated along the perforation and peeled away from the base panel for revealing graphics or other information printed on the front surface of the base panel

6. The label of claim 2 in which the release layer is carried on the front surface of the base panel and the second adhesive layer is carried on the back surface of the overlying panel.

7. The label of claim 6 in which the overlying panel has a periphery and an adhesive deadening agent is applied to portions of the second adhesive area adjacent to the periphery of the overlying panel so that the overlying panel can be more readily peeled away from the base panel.

8. The label of claim 1 in which the overlying panel is a first of a plurality of overlying panels that are temporarily bonded to each other.

9. The label of claim 8 in which the plurality of overlying panels are temporarily bonded to each other by intermediate layers of adhesive.

10. The label of claim 9 in which intermediate layers of release allow the overlying panels to be at least partially separated from each other.

11. The label of claim 8 in which the plurality of overlying panels formed from a folded substrate.

12. The label of claim 1 in which the second adhesive layer is a pressure-sensitive adhesive.

13. The label of claim 11 in which the second adhesive layer is an acrylic emulsion.

14. The label of claim 1 in which the base panel is made of a resin film and the overlying panel is made of paper.

15. The label of claim 14 in which the resin film has a thickness of at least 0.004 inches.

16. A molded product or container having an integrally molded multi-panel label comprising:

a multi-panel label integrally molded into a wall of the product or container, the multi-panel label comprising:

base and overlying panels having graphics or other information printed on at least the overlying panel of the base and overlying panels;

the base panel being permanently bonded to the wall within a recess formed by the multi-panel label within the wall during molding; and

the overlying panel being temporarily bonded to the base panel so that the overlying panel is at least partially separable from the base panel to reveal the printed information on the base panel.

17. The product or container of claim 16 in which the overlying panel has a front surface that is substantially flush with an exterior surface of the wall.

18. The product or container of claim 17 in which the overlying panel has a periphery, and a finger well is formed in a portion of the exterior surface of the wall to expose a limited portion of the overlying panel's periphery.

19. The product or container of claim 16 in which an adhesive layer between the overlying and base panels temporarily bonds the overlying and base panels together.

20. The product or container of claim 19 in which adhesive characteristics of the adhesive layer are not adversely affected by transmissions of heat from the molten material that forms the wall of the product or container .

21. The product or container of claim 20 in which the adhesive layer is a pressure-sensitive adhesive layer.

22. The product or container of claim 20 in which the adhesive layer is an acrylic emulsion.

23. The product or container of claim 21 in which the multi-panel label further comprises a release layer between the base and overlying panels.

24. The product or container of claim 23 in which the release layer is patterned so that that the pressure-sensitive adhesive layer forms a permanent bond between a first overlapping area located between the base and overlying panels and forms a temporary bond between a second overlapping area located between the base and overlying panels.

25. The product or container of claim 24 in which the overlying panel has a periphery and a first portion of the periphery is within the second overlapping area so that the overlying panel can be peeled away from the base panel for revealing graphics or other information printed on the base panel.

26. The product or container of claim 25 in which the pressure-sensitive adhesive layer remains sufficiently tacky even after the overlying panel has been peeled away so that the overlying panel can be resealed to the base panel within the second overlapping area by the pressure-sensitive adhesive layer.

27. The product or container of claim 16 in which the overlying panel is a first of a plurality of overlying panels that are temporarily bonded to each other.

28. The product or container of claim 27 in which the plurality of overlying panels formed from a folded substrate.